

Young & Rubicam New York

285 Madison Avenue
New York, New York 10017-6486

June 27, 1997

Lauren Steen - Assistant Brand Manager
Parliament
Philip Morris
120 Park Ave.
New York, NY 10017

Dear Lauren,

As per your request, we have complied a list of possible box names for the proposed Parliament Blue 100s Box launch into Region 1.

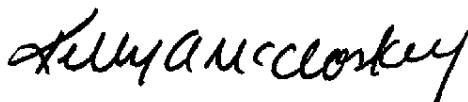
Assuming we are moving forward with curved edges, the following are our recommendations:

Pearl Box or Pack
Breeze Box or Pack
Grand Box or Pack
Perfect Box or Pack
Atlantis Box or Pack
Recess Box or Pack

If you have any questions please feel free to call me at (212) 210-3371.

Thank you.

Sincerely,



Kelly A. McCloskey

cc: PM
M. Waldman

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